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### How to Succeed in Business Without Really Trying, 1966

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UNIVERSITY OF MONTANA  
SCHOOL OF FINE ARTS  
DEPARTMENT OF DRAMA

and

MONTANA MASQUERS

Present

# *The Bigfork Summer Playhouse*

In

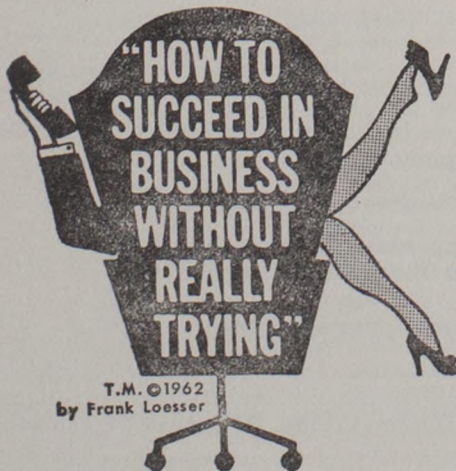
*The* FRANK LOESSER and ABE BURROWS

Pulitzer Prize-  
Winning  
Musical HIT

Book by ABE BURROWS,  
JACK WEINSTOCK  
and WILLIE GILBERT

Based on  
"HOW TO SUCCEED IN BUSINESS  
WITHOUT REALLY TRYING"  
by SHEPHERD MEAD

Music and Lyrics  
FRANK LOESSER



A Benefit Performance for Montana Masquers

UNIVERSITY THEATER 8:15

September 29, 30, October 1

# HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

Music and Lyrics by Frank Loesser

Book by

Abe Burrows, Jack Weinstock and Willie Gilbert

Based on the Novel by Shepherd Mead

Firman H. Brown, Jr., Producer-Director

Don Thomson, Technical Director

Harry Trickey, Set Design

Ian Dellar, Costume Design and Execution

John W. Kearns, Assistant to the Director

Dana Carter, Choreographer

David J. Hunt, Ruth Silvius, Pianists

George Lewis, Vocal Consultant

Edd Blackler, Assistant Technical Director

## CAST

J. Pierrepont Finch .....	Melvon Ankeny
Gatch .....	Doug Dunnell
J. B. Biggley .....	Ray Stewart
Rosemary .....	Nancy Senechal
Bratt .....	Jack Upshaw
Smitty .....	Suzanne Dundas
Frump .....	John W. Kearns
Miss Jones .....	Barbara Trott
Mr. Twimble .....	Bruce Bambach
Hedy .....	Sue Helen Hunt
Miss Krumholtz .....	Kathy Wruck
Mr. Ovington .....	David J. Hunt
Womper .....	Edd Blackler
Secretaries .....	Kathy Wruck, Patricia Maxson

The entire action takes place in the new Park Avenue office building of the World Wide Wicket Company, Inc.

There will be a fifteen minute intermission following Act 1.

Produced by special arrangement with  
Music Theatre International.

## PRODUCTION STAFF

Stage Manager .....	Edd Blackler
Curtain .....	Glenn Gauer
Flymen .....	Glenn Gauer, Duncan Crump, Dave Herbert, Larry Brumbach
Sound .....	Jo Ann Basile
Lights .....	Signe Anderson
House Manager .....	Jeanne Belangie
Box Office .....	David J. Hunt
Ushers .....	Montana Masquers
Scenery .....	Glenn Gauer, Duncan Crump, JoAnn Basile, Linus Carleton, Larry Brumbach
Properties .....	R. Patrick Mallory
Publicity .....	Patsy Maxson
Secretary .....	Janette Webb

The University Department of Drama and Montana Masquers are proud parents of three summer theater offspring—and tonight's performance is just indication that what works in Missoula and the University of Montana can find grounds for good growth in other locales.

Montana Masquers are ushering in their 62nd season this year, a season which will bring a cross section of the significant and the popular and we trust, introduce many young Montanans to theater and continue to enrich the lives of those individuals who have for years supported the activities of the University Department of Drama. It is a season filled with classic and modern drama, musical comedy and opera. And tonight's performance is testament to what ongoing University theater should do. After a half-century of theater production, the Montana Masquers and the Department of Drama in 1958 launched the first season of summer stock production in western Montana with the Masquer Summer Theater, which has continued to offer a wide-ranging variety of plays, musicals and opera each year in the Fine Arts building, and in the summer just passed completed the ninth year of intensive (and extensive) theater offerings.

After assurances that the Masquer Summer Theater was off to a successful (and permanent) start, members of the Drama department turned their eyes 100 miles northward to Bigfork on Flathead Lake and there in 1960 launched the first season of the Bigfork Summer Playhouse—staffed in acting, directing, designing by students and faculty members from the University's Department of Drama. Although not connected with the University operation in any official way, the Bigfork Summer Playhouse is nevertheless directly tied to the University of Montana, and fortunately, it has and will continue to benefit from such a relationship.

Growing pains came once again in 1965 when students from the Missoula campus cast eyes on Coeur d'Alene, Idaho and its potential as a theater center—the result: The Lake City Summer Theater, again the brainchild of Montana theater students.

And grandfather of all three summer operations are Larry Barsness' Virginia City Players who each year for over a decade have created a world of 19th century theater in historic Alder Gulch in southern Montana. Throughout those years Mr. Barsness has provided theatrical opportunity for many a University drama major.

To do honor to the school without which it could not have started the Bigfork Summer Playhouse comes to the University tonight in a benefit performance for the Montana Masquer Scholarship fund. And it seems most fitting to offer such a benefit with a play about success.

**How to Succeed in Business Without Really Trying** is Frank Loesser's fifth composition for the American musical stage—and its durability as a sharp and witty commentary on life within an American business organization is assured for decades ahead. It is filled with satire that maintains a good natured touch for all of its sharpness (a rare stance in musical theater) and it holds together in dialogue and song as a strongly integrated piece.

The world of musical comedy is not noted for successful satire. Theater audiences traditionally have preferred their musicals (and had them served up) as sentimental romance. There are moments in **How to Succeed in Business** when the old formula appears to threaten—nowhere is Loesser's ability to put it down more apparent than in his having his hero, J. Pierrepont Finch, sing what could have been the show's great ballad of love to himself.

The specific target for Loesser's dissecting aim is the World Wide Wicket company and the aggregate of people who staff its New York office. But more than that, for Loesser and his audiences, they become the practitioners of the folkways of big business—as acted out in the mailroom, during the coffee break and at the successive levels of ascendancy: stenographic, junior executive, presidential, board chairmanship. Cutting across all locales and all levels, guided by a handbook to success, is J. Pierrepont Finch, who propels himself joyfully up the long ladder from window washer to chairman of the board. In the midst of the competitiveness that fuels his meteoric rise, mediocrity is unmasked, insecurities revealed and romances arranged in a progression that hawks conventional expectations of the romantic requirements of musical comedy. In their place is substituted a devastatingly fresh view, antiromantic to be sure, and with more than an edge of bitterness—but all of it done in a fashion that prompts that healthiest of laughter which is directed not merely at abstract society, but is turned inward, too.

—Firman Brown, Jr., Chairman, Dept. of Drama, Producer-Director Bigfork Summer Playhouse.

UNIVERSITY OF MONTANA DEPARTMENT OF DRAMA  
and  
MONTANA MASQUERS  
annuonce  
THEATER 1966-1967

October 27, 28, 29, 30

Moliere's TARTUFFE

November 1, 2

Robert Bolt's A MAN FOR ALL SEASONS

(Brigham Young University on tour)

November 30, December 1, 2, 3, 4

N. F. Simpson's mad farce—ONE WAY PENDULUM

January 12, 13, 14, 15

Arthur Miller's AFTER THE FALL

(Montana Drama Quartet)

January 18, 19, 20, 21, 22

Mark Reed's comedy—YES, MY DARLING DAUGHTER

January 27, 28 29

THE PIED PIPER OF HAMLIN—Children's Theater

February 9, 10, 11, 12

Anouilh's ANTIGONE

March 1, 2, 3, 4, 5

William Gibson's fantasy—DINNY AND THE WITCHES

April 13, 14, 15, 16

Carlisle Floyd's modern opera—SUSANNAH

(In cooperation with the University Opera Workshop)

April 26, 27, 28, 29, 30

Lillian Hellman's TOYS IN THE ATTIC

May 10, 11, 12, 13, 14

ORIGINAL ONE ACT PLAYS

May 19

Rodgers and Hammerstein's musical—PIPE DREAM (or  
The Pajama Game)

(Montana State University on tour)

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Individual Admissions, \$2.00

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